

1.60

1.45

1.30

1.15

1.00 Aug 16-22

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/20 thru 09/26. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
			PREVIO	JS WEEK	(PREVIOUS YEAR							
Feature Rate		27.5% of 23,200 stores				47.1% of 23,200 stores				30.8% of 22,500 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LAR	RGE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack			420	1.52	10	1.99	360	1.39	10	1.69	1,410	1.52
G	White 18 pack	20	2.00	280	2.11	40	2.47	630	1.72	30	1.79	150	2.79
U	Brown 12 pack							10	3.00				
ĭ	USDA GRADE A												
A	White 12 pack	70	1.60	380	0.94	70	1.46	540	1.26	150	1.68	740	1.38
R	White 18 pack			360	1.97	190	1.99	1,690	1.94			400	1.97
	Brown 12 pack			10	1.39			10	2.50			180	1.49
	USDA ORGANIC												
_	White 12 pack												
S	Brown 12 pack			1,810	3.70	250	3.99	490	3.64			340	4.15
E	OMEGA-3												
C	White 12 pack	430	2.79	2,070	2.53	630	2.99	3,010	2.51	470	2.72	1,930	2.14
ı	Brown 12 pack			20	3.29			180	2.58	10	2.50	400	3.68
A	CAGE-FREE												
î	White 12 pack	20	1.69	10	2.99	150	2.82	1,560	2.61				
T	Brown 12 pack	170	2.99	300	2.90			4,180	3.20			270	2.93
Y	VEGETARIAN FED												
	White 12 pack			120	2.49	140	2.69	160	2.67			200	2.37
	Brown 12 pack	310	2.59	640	2.63	60	2.68	440	2.54			190	2.31

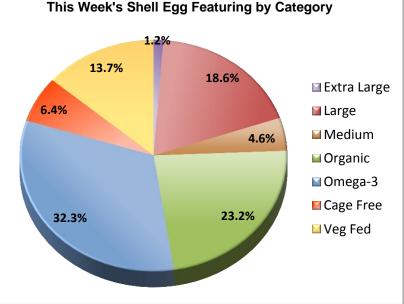
340	4.15	eggs d cage-fr
	2.14	in num
400	3.68	
270	2.93	
200	2.37	
190	2.31	
	1.29	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/	
Regular	1,540	3,550	3,070	Large Eggs on	
Specialty	5,900	11,250	3,810	Sep-16-2013	
Total (includes MD)	7,800	15,170	7,260	479.4	
Special Rate 4/:	1.3%	2.2%	0.8%	up 0.3%	

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is not as active a week ago with the decline of the number of stores featuring eggs. The weighted average price of Grade A or better Large white eggs to consumers is slightly higher. Shoppers will have to look harder to find deals as the number of "no price" specials decline. Advertisements for Medium eggs are more visible in circulars, however ads for Extra Large are marginal. Even with a significant number of retailers promoting USDA Organic and Omega-3 type eggs, the overall featuring of specialty shell eggs dropped sharply from view, led by a substantial decline in promotions of ree eggs. Promotions for liquid eggs products lack stability and are fewer ber this week.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

Sep 20-26

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Sep 13-19

1.14

Aug 30-Sep-05

1.08

Sep 06-12

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen

1.15

Aug 23-29

								MIDWEST U.S.						
	- 1/	\ , , , , ,		. ,		_ , , , , , ,	(1)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	ature Rate 1/ ivity Index "	Activity Index = 3,26	60 (includes Med	dium)	Activity Index = 2,4	50 (includes Medium)		16.9% of 4,200 sampled outlets Activity Index = 990 (includes Medium)						
CLASS		EXTRA LARGE	-			_			_					
		Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Av	g 3/ Price Range	Stores Avg 3/			Avg 3/			
USDA	White 12 pack			.=					0.98 - 0.99	20	0.99			
GRADE	White 18 pack		1.99	170 1.99			1.50	10 1.50						
AA	Brown 12 pack				144.5			MII ': 40 I						
	MEDIUM		4.05	00 4.05	White 12 pack			•	0.00 4.50	0.10	0.04			
HODA	White 12 pack							70 1.60						
USDA GRADE						2.00 10 2	.00		1.98	160	1.98			
A	Brown 12 pack				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	0.07 4.00 50 0	00	\\/\bita 40 = a ali	0.00	40	0.00			
A	MEDIUM	White 30 pack	0.49 - 1.25	120 0.90	•				0.99	10	0.99			
USD	A ORGANIC	·			·			·						
	White 12 pack		AMD.MR.NH.NJN.Y.PA.RIVIT											
S	Brown 12 pack		3.48 - 4.59	420 3.95		3.50 1,040 3	.50		3.48 - 5.38	220	3.97			
POME	GA-3													
E	White 12 pack	2.00 - 3.00 410 2.83	1.99 - 2.99	630 2.66		2.00 - 2.50 1,290 2	.49		1.99 - 2.50	70	2.35			
	Brown 12 pack		3.29	20 3.29										
CAG	E-FREE													
î	White 12 pack		2.99	10 2.99			1.69	20 1.69						
T	Brown 12 pack	2.99 170 2.99	2.99 - 3.69	70 3.50		3.00 30 3	.00		2.49 - 2.99	60	2.62			
YEGI	ETARIAN FED													
	White 12 pack		2.49	120 2.49										
	Brown 12 pack	White 12 pack 2.49 120 2.49 Brown 12 pack 2.50 - 2.99 310 2.59 2.49 - 2.99 610 2.63 2.49 20 2.49 SOUTH CENTRAL U.S SOUTHWEST U.S. NO		2.99	10	2.99								
	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) (CA,HI, NV) (AK,ID,MT,OR,WA,WY)							,						
Fea	ature Rate 1/		•			-		· · · · · · · · · · · · · · · · · · ·						
Act	ivity Index 2/	-	•	•	Activity Index = 31			Activity Index = 390 (includes Medium)						
USDA	White 12 pack		0.99 - 1.79	170 1.13							1.38			
GRADE	White 18 pack				2.50 10 2.50	1.99 - 2.79 70 2	.48		1.99	40	1.99			
AA	Brown 12 pack													
		·			White 12 pack	1.19 - 1.30 70 1	.23	White 12 pack	1.40	10	1.40			
	White 12 pack													
USDA	White 18 pack		1.66 - 1.79	20 1.72										
GRADE	Brown 12 pack				100			MII ': 40 I						
Α	MEDIUM	•												
USD	A ORGANIC								MN,ND,NE,OH,SD,WI) 100 sampled outlets 990 (includes Medium) LARGE					
	White 12 pack						LARGE							
S	Brown 12 pack	18 pack			3.99	130	3.99							
POME	GA-3													
E	White 12 pack	1.99 20 1.99	1.68 - 2.50	80 2.38										
C	Brown 12 pack													
CAG	E-FREE													
î	White 12 pack													
Ť	Brown 12 pack					2.99 10 2	.99		1.99 - 2.99	130	2.67			
YVEGI	ETARIAN FED													
	White 12 pack										Į			
	Brown 12 pack													
Source:	HSDA Agricultur	ral Marketing Service Liveste	ock Boultry & G	rain Market No	us - (515) 294-4471 http:/	www.ame.ueda.gov/AMSv	O/I DSMarketNows	- Page			2 of 3			

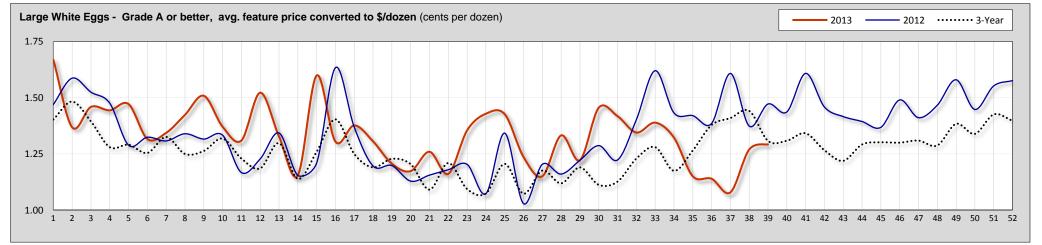
USDA

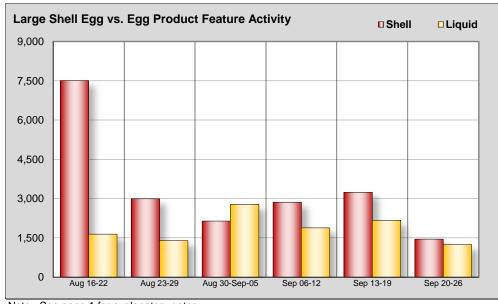
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

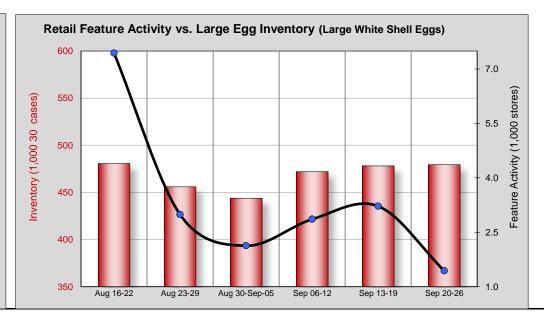
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/20 thru 09/26.

(prices in dollars per carton)

EGG	THIS LAST		LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK WEEK		YEAR												
1/ Feature Rate	Rate 4.4% 10.6%		5.2%	16.9% of 4,600 sampled		0.8% of 6,100 sampled		1.3% of 4,200 sampled		3.1% of 4,200 sampled		0.0% of 2,900 sampled		0.6% of 1,200 sampled	
2/ Activity Index	1,240	2,170	1,500	Activity Ind	ex = 1,020	Activity II	ndex = 50	Activity Index = 40		Activity Index = 130		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	930 2.62	1,550 2.23	830 2.52	2.29 - 3.00	790 2.64			2.50	20 2.50	2.50	120 2.50				_
32 oz. crtn	80 4.30	390 4.38	630 4.41			4.49	50 4.49	3.99	20 3.99	3.99	10 3.99				
3 - 4 oz. cup	230 2.49	20 2.00	40 2.71	1.99 - 2.50	230 2.49										
2 - 8 oz. cup		210 2.29													







Note: See page 1 for explanatory notes.